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The Use of Social Media as a Marketing Tool by Tourist Attractions: Influence on Cognitive, Affective and Behavioural Consumer Attitudes

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Abstract

Social media has an enormous influence on the manner in which people look for and distribute data, and select a tourist destination. Hence, research was undertaken to ascertain the role of social media as a communication and marketing tool for Cape Town tourist attractions (Cape Point, Groot Constantia Wine Estate, V&A Waterfront, Table Mountain Aerial Cable Way and Kirstenbosch Botanical Gardens) via the analysis of tourists' cognitive, affective and behavioural attitudinal responses. The results revealed that tourists displayed positive cognitive/affective and affective/behavioural attitude associations towards social media usage by the Cape Town tourist attractions. Several demographic and usage characteristics resulted in significant positive attitudes regarding Cape Town tourist attraction social media sites, *viz*. South African and African tourists; mobile device access; new social media users; daily log-ons; Black, Indian and Coloured tourists; and tourists who used the local Rand currency. The findings could be used by Cape Town tourist attractions to improve their social media platforms, and thereby the effectiveness as a marketing tool. The study makes an original contribution since few tourism-related studies investigated the hierarchy of effects model in terms of social media and most previous research only considered usage and demographic characteristics as descriptive measures.

Keywords: Cape Town tourist attractions, social media, marketing tool, hierarchy of effects model, cognitive, affective and behavioural consumer attitudes

Introduction

There are a number of famous tourist attractions located in Cape Town, for example Cape Point, Groot Constantia Wine Estate, Victoria and Alfred (V&A) Waterfront, Table Mountain Aerial Cable Way and Kirstenbosch Botanical Gardens. These play a key role for visitors, as they are likely to include a visit to the attractions in their travel plans. South African receives 10.2 million international tourists annually (pre-COVID-19 pandemic) and the Western Cape receives over 20% of the country's visitors (Joffe, 2020). The natural beauty of the Western Cape attracts foreign tourists, but there is also a wide selection of things to do for domestic travellers. Hence, tourists are highly likely to visit many of Cape Town's tourist attractions thereby providing a platform for social media engagement. The world has evolved with the advent of social media, which means that organisations also need to find ways to adjust their marketing programmes. The nature of social media is also such that whether an organisation is communicating online or not, consumers will talk about the organisation in any event. The

Cape Town attractions are likely to form part of these online conversations, as visitors will share their experiences upon visiting the attractions. An important competency of social media marketing is the promotion of communication between consumer and organisations utilising social media channels such as blogs, Facebook, Twitter, YouTube and numerous other social networking sites. Social media's role has been amplified in the 21st century, following a period where each country, region state and destination had to evolve and include social media in their day-to-day operations (Matikiti, Mpinganjira & Roberts-Lombard, 2018).

The tourism sector has experienced major transformation that has led to social media being the most prevalent instrument for travellers to seek data relating to their trips and encounters. Innovative marketing communication channels have commenced in the tourism industry with the arrival of social networking platforms and progression of mobile tools (Hew, Lee, Ooi, Tan & Wong, 2018). Messaging using social media is becoming increasingly sophisticated in the tourism sector together with increased investigation directed at virtual brand-committed efforts (Farrington, O'Gorman, Perez-Vega & Taheri, 2018). Social media has a propensity to encourage travel largely surpassing any other method of interconnection. The utilisation of social media is not just limited to being a source of information, but is rapidly turning into an inherent segment of the entire travel business. Individual interaction involves sharing perceptions and encounters to develop user-created content, which ultimately influences the travel selection of other tourists (Singh & Srivastava, 2019). Social media affords prospective opportunities that support interactions with consumers by motivating them to interact with brands and create user groups and virtual brand messaging (Garg, Prasad & Prasad, 2019). There is a clear need for those operating in the tourism sphere to adjust because of the existence of social media and its increased growth (Guo, Li, Wang & Zhang, 2019).

Currently, there is sparse data available relating to social media and tourism that is specific to tourist attractions in SA and other African developing countries (Asongu & Odhiambo, 2019). Several recent studies have highlighted the importance of social media and tourism (Araujo, Oliveira & Tam, 2020; Berhanu & Raj, 2020; Cambra-Fierro, Fuentes-Blasco & Huerta-Alvarez, 2020; Chatzigeorgiou & Christou, 2020; Cheung, Leung, Pires, Rosenberger III & Tinge, 2020; Esmaeili, Golpayegani, Madar & Mardani, 2020; Matikiti-Manyevere & Kruger, 2019; Mosweunyane, Rambe & Dzansi, 2019; Ye, Fong & Luo, 2020). The social media channel allows brands and destinations to promote their offerings and influence awareness, opinions and values in a digital environment where customers are concerned with relying on opinions of their peers versus receiving traditional marketing communication (Dwivedi, Ismagilova, Kwayu & Lal, 2019).

This research adopted hierarchy of effects model (Lavidge & Steiner, 1961) in order to establish whether social media marketing has an influence on each hierarchy stage, *viz*. cognitive, affective and behavioural (CAB) attitudes. Several recent investigations have also considered various CAB attitudes displayed towards brands and social media usage (Mishra, 2019; Alalwan, Algharabat, Baabdullah, Gupta & Rana, 2020; Bazi, Filieri & Gorton, 2020; Cambra-Fierro 2020; Cheung et al., 2020, Cuevas, Chloe, Chong & Lim, 2020; El-Said, 2020; Gálvez-Rodríguez, Alonso-Cañadas, Haro-de-Rosario & Caba-Pérez, 2020; Klein & Sharma 2020; McClure & Seock 2020). However, many of the inquiries were implemented in developed countries; some comprised of relatively small sample sizes; and did not specifically employ the hierarchy of effects model. It is important to note that the tourism industry was severely affected by the coronavirus pandemic outbreak, which has led to tourism to come to a near standstill in South Africa (Ngalonkulu, 2020). The Cape Town tourist attractions are no exception and the use social media has increased in importance as a means to engage with the target audiences until global travel is fully open once more. This study specifically focuses on the use of social media by Cape Town tourist attractions as a marketing instrument, and on

tourist attitudes towards this digital interactive form of communication. The research establishes if tourist attraction social media sites have an influence on CAB attitudes among tourists who visit Cape Town and its surrounds, as well as ascertains the association between these constructs. The research also determines if tourists' usage of social media and demographic characteristics have an influence on their CAB attitudes regarding Cape Town tourist attractions.

Literature review

South African tourism industry

Tourism is an important driver of South Africa's national economy and played a key role in creating jobs (GCIS, 2017). Governments will invest in national tourism marketing organisations, create investment incentives for facility development, and develop infrastructure such as roads and airports due to the economic benefits derived from tourism. These benefits are inclusive of employment, national income, investment and regional development. The Western Cape is one of the local travel destinations in SA favoured by international travellers. With numerous tourist attractions and venues, the City of Cape Town welcomed 2.6 million foreign tourists in 2018 with an increase of 11.5% in international traffic into Cape Town International Airport (Western Cape Government, 2019). The Cape Town tourist attractions, by virtue of operating in the South African tourism arena, are directly linked to the efforts of the Department of Tourism striving to bring both local and international visitors to the country to experience all on offer. Local and international tourists are especially drawn to Cape Town's natural, man-made and cultural tourist attractions, which include: Table Mountain was unveiled as the seventh wonder of the world in December 2012, which is the only seventh wonder of the world that is situated in a city, but it easy to reach (Table Mountain Aerial Cableway, 2021). The V&A Waterfront is a diversified 123-hectare development, which provides for both domestic and foreign visitors, availing every element from housing to investment property, hotels, retail quarters, wide-ranging dining, relaxation and entertainment amenities (V&A Waterfront, 2021). Kirstenbosch Botanical Gardens is associated with the South African National Biodiversity Institute. The garden is located against the eastern slopes of the world-renowned Table Mountain (South African National Botanical Diversity Institute, 2021). Groot Constantia Wine Estate has been in existence for more than 330 years and has a rich history in the South African wine context. Iziko Museums of South Africa curate some of the historical buildings and collections of Groot Constantia Estate, including the Cloete wine cellar (Groot Constantia, 2021). Cape Point is part of the Table Mountain National Park and is managed by Thebe Tourism, which is responsible for marketing it as one of the Western Cape's main tourist attractions (Cape Point, 2021).

Social media and tourism

Tourism is a consolidated element of many of individuals' lives, which is noticeable on social media with vacations and travel encounters being the third most prevalent on Facebook after music and television. The tourism industry is a space of elevated prominence resulting in destination brands inclined to social media dialogues and stories (Cohen, Lund & Scarles, 2018). Moreover, social media engagement that is associated with finding information associated with travel has gained stature (Chung & Han, 2017). Universally, the tourism industry has made noteworthy progress over the last few years. The advent of the internet has resulted to a speedy advancement in the tourism sector. The tourism industry has brought into play the merging of technology, finances, and understanding and thus an increased direct access for consumers (Rashideh, 2020). Present-day tourists' selection of a destination is mostly determined by the online advice of family and friends (Berhanu & Raj, 2020). Hence,

destinations motivate both international and domestic tourists to travel. Tourists are able to share their vacation narratives through social media such as Twitter, Facebook, YouTube (Kim, Lee, Shin & Yang, 2017). Social media provide one of the greatest prospects for any tourist destination to establish alertness for both prospective and targeted consumers (Berhanu & Raj, 2020). Additionally, tourists choose social media channels as the main instrument for broadcasting their vacation encounters (Araujo et al., 2020). In the first quarter of 2020, Facebook had more than 2.6 billion users worldwide (Statista, 2020); YouTube had over 2 billion users (YouTube, 2021); Twitter had 330 million users (Lin, 2020). Hence, this study focused on Facebook, Twitter and YouTube, and it is imperative for Cape Town tourist attractions to find ways to communicate through social media in order to add value and attract new tourists to visit the attractions.

Social media cognitive and affective attitudes

Facebook has a powerful effect on projected travel plan entertainment among followers; several studies found that consumers showed positive cognitive and affective attitudes towards social media brands in Singapore and the UK (Jadhav et al., 2018; Bazi et al., 2020). A study also shows that the respondents presented positive thoughts and feelings relating to the brand social media pages in Jordan (Alalwan et al., 2020). Furthermore, an investigation found that stimulus, enjoyment, and likeness caused favourable attitudes towards social media influencers' brand relationships in the US (Cuevas et al., 2020). Additionally, travellers showed positive cognitive attitudes concerning data shared on social media about travellers' destinations in Egypt (El-Said, 2020). Studies have shown that the use of Facebook pages by DMO led to favourable changes in travellers' virtual involvement in Peru and in 28 European countries (Cambra-Fierro, 2020; Gálvez-Rodríguez et al., 2020). Andreu, Curras-Perez and Stojanovic (2018) found that the power of social media utilisation on brand consciousness has a favourable impact on the affective image of a tourist destination. Jacobson, Gruzd and Hernández-García (2020) found that consumers displayed favourable attitudes towards information disseminated via social media and exhibited positive feelings towards social advertising. The majority of the research mentioned above was undertaken in developed countries, whereas the examination in developing countries is still progressing, hence the need for this study to contribute to attitudinal research in the tourism industry, and with regard to tourist attractions. Therefore, this study will consider the following hypothesis:

> *H1*. Cognitive attitudes have a significant positive effect on affective attitudes among tourists due to use of social media as a marketing tool by Cape Town tourist attractions.

Social media cognitive and behavioural attitudes

Cohen et al. (2018) found that the strength of technologies in storytelling performances led to favourable affective and behavioural responses in Denmark. The aforementioned inquiry ascertained that Facebook has a favourable effect on affective attitudinal responses relating to travel patterns. Research has established that brands need social media in order to affect behavioural loyalty of customers in Singapore (Jadhav, Moorthy, Pathrose, Patwa & Raman, 2018). Another investigation established that adjustments between variables such as influence on purchase-intention had an effect on behavioural attributes in relation to tourism engagement and destination images in the United Arab Emirates and China (Himli, Decrop, Meng & Siraya-Turk, 2018). These studies above displayed favourable affective attitudinal component that links with the current study, albeit without researching the influence of social media on tourist attitudes.

A study found that favourable affect (enjoyment) and behaviour (purchase-intention) towards luxury brands were shown on social media in the UK (Bazi et al., 2020). A different study established that consumer assessed value, assessed trust and proneness to shared impact holistically demonstrated positive link to affective and behavioural attitudinal elements towards virtual arena in Jordan (Alalwan et al., 2020). The above investigation determined that entertainment, likeness and stimulation resulted in a positive attitude towards social media influencers' brand association in China and Hong Kong (Cheung et al., 2020). Klein and Sharma (2020) found that the respondents showed positive thoughts and feelings towards brand social media pages in the US. It was also found that there is correlation between customer attitudes towards social media brand pages and buying intention in the US (McClure & Seock 2020). The studies above are mainly from developed countries and not necessarily related to the tourist attraction research. Hence, the second hypothesis is as follows:

> *H2*. Affective attitudes have a significant positive effect on behavioural attitudes among tourists due to use of social media as a marketing tool by Cape Town tourist attractions.

A majority of the above-mentioned inquiries only considered social media usage and demographic characteristics as descriptive variables, and not as independent variables. Hence, this study will also endeavour to answer the following research questions:

- Do tourists' social media usage characteristics have an influence on their CAB attitudes towards Cape Town tourist attractions?
- Do demographic characteristics have an effect on tourists' CAB attitudes that are attributable to social media usage by Cape Town tourist attractions?

Methods

The South African tourism increase accounts for 8.6% of the country's GDP and creates employment formal and informal employment for 1.5 million people (Joffe, 2020). Social media has revolutionised marketing, especially due to its ability to reach a far bigger audience and its viral nature. Hence, this study sought to investigate the role of social media as a marketing and communication means for the following Cape Town tourist attractions: Cape Point, Groot Constantia Wine Estate, V&A Waterfront, Table Mountain Aerial Cable Way and Kirstenbosch Botanical Gardens. The research population comprised of both local and international travellers who used social media and who visited tourist attractions in Cape Town. Systematic sampling was used to select the first respondent and every third person was chosen thereafter. At most two tourist clusters were surveyed, in instances where there were big groups of tourists (for example, a bus of tourists) via the next-birthday rule. For example, on the day of the interview, the two group members with subsequent forthcoming birthdays were chosen to participate. A self-creating sampling frame, in the method of travellers exploring tourist attractions in Cape Town, was utilised as a foundation for the sample frame. Ethical approval was received from the Cape Peninsula University of Technology's Business Faculty Research Ethics Committee (FOBEC293). A survey was conducted among 457 tourists in Cape Town owing to the universe of the population being unknown, so to ensure representation amongst the different categories of tourists, namely South African, international and African (tourists from other parts of Africa) (refer to Table 1).

The study applied quantitative research approach in order to collect data face-to-face from tourists who visited Cape Town tourist attractions. A descriptive cross-sectional study was undertaken and data was collected using a structured questionnaire on a face-to-face basis. A screening question ascertained that tourists had been exposed to their respective social media site prior to their visit to one of the Cape Town tourist attractions. The questionnaire made use

of five-point Likert scale statements in order to determine the tourists' CAB attitudes towards tourist attractions' social media sites. The cognitive attitude scale was taken from research by Duffett (2016b), which includes awareness and knowledge factors. The affective attitude scale was taken from Duffett's (2015b) research, which includes liking and preference factors. The behavioural attitude scale was also taken from Duffett's (2015c) research, which includes purchase intent and purchase factors. The social media usage and demographic characteristics of the tourists (refer to Table 1) were also included in the questionnaire, which were utilised for answering the aforementioned cross-analysis research questions.

Results

The usage characteristics showed the following: respondents' social media exposure to Cape Town's tourist attractions was highest for the Table Mountain Aerial Cableway; Facebook was the most popular social medium; social media was mainly accessed via mobile phones; 2 to 3 years was the most common social media usage period; a majority logged on multiple times a day; and 30 minutes to an hour was the most common social media log-on duration (refer to Table 1). The demographic characteristics revealed the following: there was a relatively equitable distribution between male and female respondents; the most common age group was 26 to 35 years (Generation Y); most were single; had completed a post-matric diploma or certificate; a majority were employed full-time; were Black; and used the Rand currency (refer to Table 1).

Table 1. Usage and demographic characteristics

Variables	Categories	%
Region	SA	68.9
	Africa	15.1
	International	16.0
Tourist attraction social media exposure	Table Mountain Arial Cableway	70.7
	Victoria & Alfred Waterfront	18.6
	Groot Constantia	1.5
	Cape Point Nature Reserve	3.9
	Kirstenbosch Botanical Gardens	1.8
	Other Cape Town tourist attractions	3.5
Tourist attraction social media access	Facebook	69.6
	Twitter	11.6
	YouTube	7.7
	Other	11.2
Social media access	Computer	10.1
	Laptop	13.3
	Tablet	37.2
	Mobile phone	39.4
Social number of years usage	< or = 1 year	17.3
	2 - 3 years	48.8
	4 - 5 years	16.4
	> or = 6 years	17.5
Social media usage frequency	Multiple times a day	64.1
	Once a day	27.6
	2 - 4 a week	3.9
	Once a week	2.4
	2 - 4 a month	0.9
	Once a month	1.1

Hours spent per log-on	> 1/2 hour	34.1
	1/2 - 1 hour	43.1
	2 hours	17.7
	3 hours	2.2
	4 hours	1.8
	> or = 5 hours	1.1
Gender	Male	52.5
	Female	47.5
Age	18 - 25 years	22.5
	26 - 35 years	46.4
	36 - 45 years	22.
	46 - 55 years	5.3
	56 - 65 years	1.5
	66+ years	1.8
Marital status	Married	34.1
	Living together	16.0
	Single	44.9
	Widower/widow	1.8
	Separated	1.3
	Divorced	2.0
Level of education	Grade 1 - 7	1.1
	Grade 8 - 11	3.1
	Grade 12	15.1
	Post-matric diploma or certificate	35.0
	Degree	32.8
	Post-graduate degree	12.9
Employment status	Employed (full-time)	58.6
	Employed (part-time)	4.8
	Self-employed	14.0
	Unemployed (not looking for work)	0.9
	Unemployed (looking for work)	2.4
	Student	15.1
	Pensioner/retired	2.8
	Housewife/homemaker	1.1
	Not working - other	0.2
Population group	Black	50.8
	Coloured	23.6
	Indian/Asian	8.3
	White	16.6
	Other	0.7
Currency	R	74.8
	$	3.1
	€	6.1
	£	3.5
	Other	12.5

Amos and SPSS and were used to implement a principle component analysis in order to consider the validity and reliability of the attitude scales. A reliability assessment of the cognitive, behavioural and affective attitude constructs were undertaken by utilising Cronbach's α and composite reliability (CR) and. CR and Cronbach's α were 0.882 and 0.855 for the cognitive scale, 0.859 and 0.818 for the affective scale, and 0.899 and 0.872 for the behavioural scale, which reflected good internal consistencies (refer to Table 2). Convergent

validity was gauged via a review of the factor loadings and AVE. The CAB attitude scale factor loadings ranged from 0.576 - 0854, and the AVE values ranged from 0.506 - 0.601, which all exceeded 0.5 and thereby were indicative of convergent validity (refer to Table 2).

Table 2. Social media (SM) attitude scales (factor loadings, AVE, CR and Cronbach's α)

Attitude scales	Factor loadings	AVE	CR	Cronbach's α
Cognitive				
The tourist attraction's social media site alerts me to new offerings.	0.727			
Social media increased my awareness of the tourist attraction.	0.852			
Social media that are used by the tourist attraction caught my attention.	0.809	0.558	0.882	0.855
I notice updates on the tourist attraction's social media site.	0.784			
I can recall the social media used by the tourist attraction.	0.688			
I view the tourist attraction's social media site since it attracted my attention.	0.594			
Affective				
Social media that are used by the tourist attraction have made me like the destination more.	0.636			
Social media adds to the enjoyment of visiting the tourist attraction.	0.728			
The tourist attraction's social media site has a positive impact on me liking the destination.	0.792	0.506	0.859	0.818
I have positive feelings towards tourist attractions, which are promoted by social media.	0.747			
The tourist attraction has a favourable social media presence.	0.764			
Social media has a positive effect on me liking the tourist attraction.	0.576			
Behavioural				
I frequently visit tourist attractions, which are promoted by social media sites.	0.673			
Social media positively affects my tourist attraction visiting behaviour.	0.621			
The tourist attraction, which was featured on the social media site, increases my loyalty.	0.805	0.601	0.899	0.872
Social media that were used by the tourist attraction favourably affect my visiting intentions.	0.850			
I often visit tourist attractions that I have seen on social media sites.	0.854			
Tourist attractions' social media sites favourably influence my visiting activities.	0.818			

Discriminant validity was considered by taking each attitude scale's square root of AVE, and comparing the values to the correlations between the attitude scales. All of the square root AVE values for the cognitive, affective and behavioural attitude scales were larger than the correlation values (refer to Table 3).

Table 3. Square root of AVE and attitude scales correlation

Cognitive	**0.747**		
Affective	0.495	**0.711**	
Behavioural	0.544	0.542	**0.775**

The goodness-of-fit measures of the SEM analysis resulted in an acceptable overall statistical model fit: χ^2/df 1.249, RMSEA 0.023; TLI 0.990; NFI 0.964; GFI 0.969; CFI 0.993; and SRMR 0.029. The common method bias measure was used in the comparison between the unconstrained-constrained common method factor (CMF) models. The χ^2 test showed a significant difference of $p < 0.001$ between the abovementioned models. Consequently, owing to the shared variance, the unconstrained CMF model was retained. The Cook's Distance test showed that there were no outlying response biases; hence, the entire full sample was retained.

The cognitive, affective and behavioural attitude scales were assessed via a multi-collinearity measure to evaluate if the scales were not overly correlated. The attitude scales tolerance was 0.401 (greater than 0.1), and the variance inflation factor (VIF) was 2.494 (less than 3), which indicate that the scales were not exceedingly correlated.

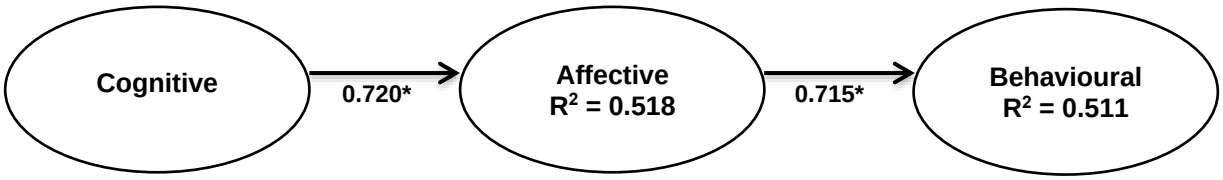

Figure 1. SEM analysis
*$p < 0.001$

The standardised β coefficients showed that tourists' cognitive attitudes exhibited a positive effect on affective attitudes (β 0.720, $p < 0.001$), and that tourists affective attitudes (β 0.715, $p < 0.001$) exhibited a positive effect on behavioural attitudes (β 0.348, $p < 0.001$) owing to social media used by Cape Town tourist attractions as a marketing tool. Hence, hypotheses 1 and 2 are both supported. Additionally, cognitive attitudes explained 51.8% of affective attitudes variance; and affective attitudes explained 51.1% of behavioural attitude variance among Cape Town tourists. A GLM was used to ascertain if there was any significance in terms of the three attitude scales via a Wald chi-square distribution. The statistical test found a significant difference for the CAB attitudinal scales at $p < 0.001$. Based on the mean computed scores, respondents generally exhibited positive CAB attitudes towards social media usage when visiting Cape Town's top tourist attractions (refer to Table 4).

Table 4. Consumer attitude scales (mean, SD and *p*)

Attitude scales	Mean	SD	*p*
Cognitive	3.09	0.425	0.001
Affective	3.21	0.450	0.001
Behavioural	3.18	0.485	0.001

***** Wald chi-square test showed a significant difference at $p < 0.001$

The GLM was also employed to reveal if significant differences existed between the CAB attitudes, and usage and demographic characteristics due to social media usage when visiting the Cape Town attractions. The Bonferroni correction pairwise post hoc measure was utilised to show the location of the independent variable significant differences.

Table 5. Influence of usage and demographic factors on cognitive, affective and behavioural attitudes

Independent variables	Cognitive	Affective	Behavioural
Region	0.047**	0.127	0.002**
Cape Town tourist attraction	0.075	0.610	0.491
SM site	0.512	0.703	0.899
Access	0.001*	0.001*	0.001*
Length of usage	0.036**	0.091	0.030**
Log-on frequency	0.001*	0.001*	0.001*
Log-on hours	0.944	0.456	0.392
Gender	0.472	0.608	0.271
Age	0.980	0.498	0.402
Marital status	0.236	0.498	0.220
Education	0.500	0.179	0.089

Employment	0.738	0.583	0.101
Population group	0.006**	0.013**	0.005**
Currency	0.001*	0.030**	0.001*

***** Wald chi-square test showed a significant difference at $p < 0.001$
** Wald chi-square test showed a significant difference at $p < 0.05$

Region ($p < 0.05$): A significant difference was revealed by the region, as South Africans (M 3.12; SE 0.023) yielded more positive cognitive attitudes when compared to international tourists (M 2.98; SE 0.049). Similarly, Africans (M 3.24; SE 0.057) and South Africans (M 3.20; SE 0.026), showed a favourable behavioural attitude in comparison to international tourists (M 3.00; SE 0.055). Access ($p < 0.001$): Respondents who used tablets (M 3.18; SE 0.031) and mobile phones (M 3.11; SE 0.030) showed a more favourable cognitive attitude in comparison to laptops (M 2.90; SE 0.052) and computers (M 2.93; SE 0.061). Likewise, tablets (M 3.31; SE 0.033) displayed a favourable affective attitude in comparison to computers (M 3.03; SE 0.064) and laptops (M 3.06; SE 0.056). Equally, tablets (M 3.27; SE 0.036) and mobile phones (M 3.19; SE 0.035) exhibited more positive behavioural attitudes when compared to computers (M 2.85; SE 0.069). Length of usage ($p < 0.05$): Respondents who recently started using social media, that is for 1 year or less (M 2.99; SE 0.047), exhibited less favourable cognitive attitudes than those who had been using social media for longer periods, that is for 2 to 3 years (M 3.14; SE 0.028). Additionally, respondents who used social media for 2 to 3 years (M 3.24; SE 0.032) displayed more favourable behavioural attitudes than those who used social media for 6 years or more (M 3.07; SE 0.053). Log-on frequency ($p < 0.001$): Tourists who logged on more often, namely multiple times a day (M 3.12; SE 0.024), and once a day (M 3.10; SE 0.037), showed more favourable cognitive attitudes than those who logged on less often, for example, 2-4 times a week (M 2.69; SE 0.09). Similarly, there was a positive perception shown by those who log-on multiple times a day (M 3.25; SE 0.025) and once a day (M 3.21; SE 0.038) compared to those who log on 2 to 4 times a week (M 2.82; SE 0.010). Likewise, respondents who log on more frequently, multiple times a day (M 3.22; SE 0.027), and once a day (M 3.20; SE 0.041) displayed more favourable behavioural attitude responses than those who log on fewer times, *viz*. 2 to 4 times a week (M 2.79; SE 0.110), 2 to 4 times a month (M 2.84; SE 0.233), and once a month (M 2.35; SE 0.233). Population group ($p < 0.05$): White respondents exhibited a less positive cognitive attitudinal response (M 2.94; SE 0.048) than Black (M 3.12; SE 0.027) and Indian/Asian respondents (M 3.20; SE 0.068). Additionally, White respondents (M 3.08; SE 0.005) displayed a less positive affective attitude towards social media usage in contrast to Indian/Asian (M 3.36; SE 0.072) and Black respondents (M 3.24; SE 0.029). Similarly, White respondents showed less positive behavioural attitudinal responses towards social media usage (M 2.99; SE 0.054) in comparison to Black (M 3.22; SE 0.031) and Coloured (M 3.21; SE 0.045) tourists. Currency ($p < 0.001$): Respondents who use the Rand (M 3.13; SE 0.022) showed more favourable cognitive attitudes in comparison to respondents who use the US dollar (M 2.77; SE 0.011) and the euro (M 2.86; SE 0.078). Likewise, respondents who used the Rand (M 3.24; SE 0.024) demonstrated a more positive affective attitude than those who used the euro (M 2.97; SE 0.084). Similarly, respondents who used the Rand (M 3.21; SE 0.025) exhibited more favourable behavioural attitudes when compared to respondents who used the euro (M 2.79; SE 0.089).

Discussion, implications and conclusion

This study found that tourists' cognitive attitudes resulted in a favourable effect on affective attitudes, and affective attitudes had a favourable effect on behavioural attitudes due to social media used as a marketing tool by Cape Town tourist attractions. Several South African studies also found that marketing communications via social media had a positive on the hierarchy of

effects model's CAB attitude components amid young consumers, but these inquiries did not consider a specific industry (Duffett, 2016a; Duffett & Wakeham, 2016; Duffett, 2017a, 2017b; Duffett, 2020b). Kim et al. (2017) conducted research among 212 Weibo users in China and found that social media users displayed positive cognitive and affective attitudes towards webpage design. Artola, Fiol, García, Narangajavana and Tena (2017) examined the motives of 375 respondents, who visited Valencia, which underlay the need for tourist information / user-generated content and the influence it has on tourist expectations. Ho and See-To (2018) conducted a survey among 240 respondents in Hong Kong and investigated the relationship between entertainment, informativeness and purchase-intention impact on user's attitudes towards tourist attraction fan pages. The study found that enjoyment, educational content and purchase intention had a favourable influence on the intention towards visiting attractions located in Hong Kong. Boivin and Tanguay (2019) investigated tourist's attitudes towards social media focusing on the two heritage cities of Québec and Bordeaux among 212 respondents from both cities. Users showed positive attitudes due to social media usage for two heritage cities. Cao, Park and Wang (2019) found through both qualitative and quantitative surveys of 278 Korean respondents that social network sites' brand group of followers had a favourable effect on brand attitude. McClure and Seock (2020) conducted a survey using a structured questionnaire among 159 US college students and found that both brand sociability and data quality had a major influence on customers' engagement in terms of interaction on its social media page, although engagement did not have a strong impact on future intention to purchase from the brand. Bazi et al. (2020) conducted a qualitative semi-structured survey among 25 respondents who were university students in the UK. The study found that customers displayed favourable cognitive, affective and behavioural attitudes towards luxury brands. However, the abovementioned studies considered younger generations; were qualitative; focused on different industries; and/or were conducted in developed countries. Hence, a practical implication is that Cape Town tourist attractions should consider social media as an effective marketing tool to create a favourable predisposition of the attraction for both existing and potential visitors (local and international), which can be achieved via sustained investment in these digital interactive channels. A theoretical implication is that this social media research on tourist attractions also show the positive cognitive and affective attitude association and the positive affective behavioural attitude associations, which was originally developed via traditional marketing.

This study found that African and South African tourist showed favourable cognitive and behavioural attitudes when compared to international tourists regarding social media usage when visiting Cape Town's top tourist attractions. Hamouda (2018) disclosed that Tunisians displayed favourable behavioural attitude towards social media tourism advertising amongst themselves. Jadhav et al. (2018) revealed that Facebook had a favourable effect on Singaporean consumers' regularity of travel. Thus, a practical implication is that more focus needs to be placed on non-Africans and non-South Africans to ensure that international tourists also show more positive cognitive and/or behavioural attitudes towards the Cape Town tourist attractions.

This inquiry revealed that tablets and mobile phones generally result in favourable CAB attitudes in comparison with the use of laptops and computers in terms of social media usage. Pongpaew, Speece and Tiangsoongnern (2018) established that customers showed positive cognitive attitude towards Facebook when it was accessed through mobile devices and computers. Benson, Ezingeard and Hand (2019) found that both men and women showed positive cognitive attitudes towards purchase intention when utilising computers and mobile devices. Hence, a practical implication is that Cape Town tourist attractions should ensure that they create relevant content that visitors are easily able to consume using tablets, smartphones and other hand-held mobile devices. This research established that tourists who had utilised

social media platforms for 2 - 3 years displayed positive cognitive and behavioural attitudes than those who had used social media for shorter or longer periods (years) regarding social media usage when visiting Cape Town's top tourist attractions. Duffett (2016a) found that consumers who had used a social networking site for a higher number of years commonly displayed the most positive opinions for cognitive (awareness, knowledge) and affective (preference) responses. Duffett (2016b) also found that those Millennial consumers who had utilised a social networking site for 5 years or more exhibited favourable cognitive attitudes than respondents who has used the conduit for a year. Hence, a practical implication is that Cape Town tourist attractions will need to ensure that consumers of all levels of experience are able to use their social media platforms seamlessly in order to access relevant content and maintain positive attitudes.

This investigation found that tourists who log on more often showed favourable cognitive, affective and behavioural attitudes than those who log on less often in terms of social media when visiting Cape Town's top tourist attractions. Duffett (2015a) found that log-on frequency favourably influenced Generation Y's intention to purchase. Hur, Karatepe, Kim and Lee (2017) found that being logged-on more often resulted in a favourable effect on cognitive and behavioural attitudinal components. Therefore, a practical implication is that Cape Town tourist attractions should encourage tourists to log on to their social media platforms more often, which could be achieved by various promotional activities such as competitions, discounts, coupons, vouchers and other deals. This study ascertained that generally Black, Coloured and Indian/Asian consumers showed more positive CAB attitudes in comparison to White tourists regarding social media when visiting Cape Town's top tourist attractions. Duffett (2015a) found that Black and Coloured population groups showed higher levels of intention to purchase over White population group towards Facebook. Duffett (2017a) found that Black, Coloured and Indian or Asian respondents displayed positive CAB attitudes towards social media communication compared to White respondents. A practical implication is that tourist attractions should look into ways of positively influencing all population groups via social media, which could also be achieved by running the abovementioned promotional activities such as competitions, discounts, coupons, vouchers and other deals on their social media sites.

Lastly, this investigation also found that tourists who use the Rand and other currencies showed more favourable CAB attitudes than tourists who used the US dollar and/or the euro in terms of social media usage when visiting Cape Town's top tourist attractions. This is a logical supposition due to the favourable exchange rate received by international tourists and the Rand is the main currency used in South Africa. Amaro, Duarte and Henriques (2016) found that users of the euro displayed positive affective attitudes towards content that is associated with travel on social media platforms. Andreu et al. (2018) ascertained that social media users of the euro showed favourable behavioural attitude towards the destination. Hence, a practical implication is that tourist attractions could run international social media marketing campaigns in the US and European Union countries in a bid to highlight the value for money that tourists would receive when visiting Cape Town. A theoretical implication is that there is limited research on the abovementioned influence of usage and demographic characteristic on the CAB attitude associations due to social media used as a marketing tool (generally and in the tourism industry), since a majority of studies only consider these independent variables from a descriptive statistical viewpoint (Duffett, 2020a). In conclusion, this study has contributed in furthering the understanding of the hierarchy of effects model in terms of social media used as marketing tool and the influence of various usage and demographic characteristics on this model.

A quantitative survey was used, which provides a cross-section of the research population, whereas a longitudinal studies and qualitative research may provide greater depth of information. Future research should consider bigger sample sizes to provide greater insight. This study focused on Facebook, Twitter and YouTube and did not include other social network sites. In future, other social media platforms such as Instagram, LinkedIn, Pinterest and WeChat could be examined. The study focused on Cape Town tourist attractions, so there is an opportunity for further research on other attractions across SA, Africa and the rest of the world (Chaturuka et al., 2020). The coronavirus COVID-19 pandemic that has brought devastation to globally linked travel, and will continue to have a huge influence on travel to tourist destinations in the future. This will have a direct impact on tourist attractions owing to local and global bans on travel and the closing of borders in an attempt to curb the spread of the virus, which serves as a direction for further inquiry and the effectiveness of social media during this pandemic.

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